



STATE WORKFORCE INVESTMENT BOARD  
OFFICE OF THE GOVERNOR

Mr. Larry Otis, Chair

MISSISSIPPI STATE WORKFORCE INVESTMENT BOARD'S

# STRATEGIC PLAN

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*JACKSON, MISSISSIPPI  
MARCH 24<sup>th</sup>, 2011*



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# GOAL 1

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- ⦿ **ALIGN AND FULLY UTILIZE THE K-12, COMMUNITY COLLEGE SYSTEM, PUBLIC UNIVERSITIES AND WORKFORCE TRAINING SYSTEM TO DRIVE ECONOMIC DEVELOPMENT**
  - 1. Establish a culture that supports a results-oriented PK-12 public school system that aligns student talent and achievement with college expectations and career pathways.
  - 2. Establish a mechanism to coordinate the delivery of services through partnerships, initiatives, and regional collaboration designed around the economic health of the state.
  - 3. Establish stackable credentials for high school seniors so that they can complete college general education requirements before graduation.
  - 4. Establish 2 + 2 articulation agreements between community colleges and universities around fields with high demand in the labor market.
  - 5. Establish two-year masters and professional degrees to link traditional higher education with high-performance workforce needs.



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# GOAL 2

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- **PROMOTE REGIONAL SECTOR STRATEGIES – BALANCING THE GOALS OF PURSUING HIGH-SKILL, HIGH GROWTH JOBS AND ADVANCING LOW-SKILL, LOW-WAGE WORKERS**
  - 1. Better align workforce resources with new and emerging strategies developed by state and local economic development entities to support the attraction, expansion, retention, and creation of companies offering high-skill, high-wage jobs.
  - 2. Establish industry-oriented advisory councils to address unmet industry needs and potential within target industries.
  - 3. Host regularly scheduled public forums across the state to foster and support strategic and regional partnerships with an emphasis on target industries.
  - 4. Encourage greater entrepreneurial activity among workers and businesses to promote an environment conducive to a “small-business” economy.



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# GOAL 3

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## ● INSTITUTIONALIZE THE STATEWIDE LONGITUDINAL DATA SYSTEM

1. Pass legislation to formalize the statewide longitudinal data system.
2. Secure funding for the sustainability of the statewide longitudinal data system.
3. Develop and implement governance structures and policies that ensure sustainable data exchanges and support partnering to implement shared goals throughout the integrated education and workforce system.
4. Support, adopt, and maintain information technology standards that meet or exceed private sector expectations to make data driven decision making possible.
5. Produce a scorecard to monitor progress and answer key questions about system performance and successes that have direct implications on policy and practice





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# GOAL 4

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## ● MARKET THE IMPORTANCE OF EDUCATION AND TRAINING

1. Create a speakers bureau that includes experts and practitioners from diverse groups that can speak with authority on issues related to the importance of education and training.
2. Target our children and their families with images of the value of education from early childhood so that this becomes a part of our culture.
3. Target community and state leaders with an educational campaign that highlights the value of education and training in relation to the economy of the state.



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# GOAL 5

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- **IMPROVE PUBLIC, BUSINESS, AND LEGISLATIVE AWARENESS OF ONGOING WORKFORCE ISSUES AND ACTIVITIES**
  1. Highlight and promote the successes of businesses that have made use of the workforce system.
  2. Create an active and aggressive lobbying campaign for SWIB initiatives at the local, state and federal level.
  3. Establish an aggressive professional marketing campaign throughout the state targeting education and workforce issues.
  4. Increase SWIB representation on state and local boards and councils to inform and be informed about education and workforce issues in the state so that SWIB can become a better advocate of education and workforce in the state.
  5. Establish a scorecard aimed at identifying the strengths and weaknesses of SWIB to support continuous improvement.